
4TH GLOBAL NCD ALLIANCE



KIGALI ▪ RWANDA ▪ 13-15 FEBRUARY 2025

Social Media Toolkit



About

The NCD Alliance, in partnership with the Rwanda NCD Alliance, will convene the 4th Global NCD Alliance Forum on 13-15 February 2025 in Kigali, Rwanda.

The Forum will bring together over 650 delegates from the NCDs movement to urge world leaders to implement proven, cost-effective solutions for NCDs. The Forum will facilitate evidence-based advocacy planning in the year before the 2025 UN High-Level Meeting on NCDs.

The event's theme “Leadership on NCDs towards 2025 & beyond” will focus on three key areas:

- **Inspiring Leaders**
- **Mobilising Sustainable Financing**
- **Powering Up Communities**



The 4th Global NCD Alliance Forum



WHEN

13-15 February 2025



WHERE

Kigali, Rwanda



WHAT

Flagship event on NCDs



WHY

To **intensify** collective action



WHO

650 participants including:

- UN agencies, multi-lateral organisations, governments
- Private and philanthropic sector
- NCDA members
- Stakeholders from global health and development sphere
- People living with NCDs



Sample social media messages

Social media provide a wonderful opportunity to **amplify your contribution** to the NCDA Global Forum, **network**, **communicate key highlights** from the Forum for the global NCD community, **document your experiences** and **generate content for the advocacy efforts** on the road to the High-Level Meeting on NCDs happening in September 2025. The NCDA Global Forum generates momentum to build a vibrant online movement to be heard far beyond Kigali.



Key Hashtags for the Forum

#NCDAF2025

#ActOnNCDs

**Additional Hashtag for the Global Week for
Action**

#LeadOnNCDs



Amplifying your contribution to the Forum and network (opening)

💡 Did you know that one of the most significant events for the NCD Community - #NCDAF2025 is taking place in Kigali this October? Co-hosted by @ncdalliance & @RwandaNCDA in collab. w/@MoHRwanda & @RBCRwanda. Big thanks to @HelmsleyTrust 🙌 <https://forum.ncdalliance.org/>

Exciting news! ✨ In the lead-up to 4th High-Level Meeting (#HLM) on NCDs, the NCD Community will unite at the Global NCD Forum in Kigali (13-15 Feb 2025) to strategise, coordinate & strengthen leadership & advocacy to ensure strong outcomes of the HLM. Watch this space 🙌
<https://forum.ncdalliance.org/> #NCDAF2025
#ActOnNCDs

✨ Looking forward to #NCDAF2025 pre-conference for people living with NCDs on 12 Feb. Keen to exchange knowledge & discuss how we can amplify our voices in the lead-up to the High-Level Meeting on NCDs in 2025.

More info: <https://forum.ncdalliance.org/>

👁️ Stay tuned for more updates

In Kigali for #NCDAF2025?

👏 Join us at Kigali Car Free Day in the city center on Sunday 16 February from 6 to 10am. Organised by @RwandaNCDA, @MoHRwanda @CityofKigali & @RwandaRbc.

🚲 Let's promote physical activity & emission reduction in cities together.

Participants of the #NCDAF2025! Join us at the opening ceremony on 13 February, at 16:40 at Kigali Convention Center.

🎤 Listen to high-level speakers,

🤝 meet other delegates,

✨ dive into the Forum vibe,

👁️ plan your next two days.

More info 🙌 <https://forum.ncdalliance.org/>

Amplifying your contribution to the Forum and network (community zone)

💡 Young people #LeadOnNCDs. Find us at #NCDAF2025 pre-conference on 12 February in Kigali Convention Center. Let's unite our voices and discuss joint advocacy on the road to 2025 High-Level Meeting on NCDs
👉 <https://forum.ncdalliance.org/>

We are going to Kigali for #NCDAF2025 (13-15 February). Visit our booth in the Kigali Convention Center.
More information about the Forum 👉
<https://forum.ncdalliance.org/> #NCDAF2024
#ActOnNCDs

Talk with experts in different NCD areas, take the mike, ask questions, and mingle with young advocates around our community stage in the community zone at #NCDAF2025.
More info: <https://forum.ncdalliance.org/>

🗣️ NCDA Members, would you like to meet, strategise & plan your advocacy campaigns at #NCDAF2025? Our quiet Strategy Hub will be available for booking in our community zone.
👁️ Follow us and stay tuned for more updates.
👉 <https://forum.ncdalliance.org/>

Going to Kigali for #NCDAF2025 (13-15 February)?
📅 Planning your calendars?
🧠 Want to catch a break from the official programme and chat with other advocates?
💡 Visit our networking space in our community zone.
More info 👉 <https://forum.ncdalliance.org/>

Amplifying your contribution to the Forum and network (official programme)

What to expect from #NCDAF2025:

- ✓ Three pre-conference;
- ✓ Opening ceremony;
- ✓ Three plenary sessions;
- ✓ Over 40 sessions organised by the NCD community;
- Space for informal discussions;
- ✓ much more.

Watch this space for more information 👉 <https://forum.ncdalliance.org/#ActOnNCDs>

We need world leaders to deliver positive results at the UN High-Level Meeting on NCDs in 2025. Let's strategise on how we all can take the #LeadOnNCDs at our #NCDAF2025 plenary session.

📅 February 14.

Check out the programme for more info:

<https://forum.ncdalliance.org/>

#ActOnNCDs

🗣️ For every dollar invested in NCDs in poorer countries, at least 7 are returned to society in increased productivity & longer life.

Join our discussion on NCD financing at #NCDAF2025.

📅 February 14.

Check out the programme for more info.

👉 <https://forum.ncdalliance.org/>

#ActOnNCDs

People living with NCDs are experts in their conditions. If we want to meet real needs & #ActOnNCDs, we must listen to #NCDVoices. Join a #NCDAF2024 plenary session on meaningful involvement.

📅 February 15

More info 👉 <https://forum.ncdalliance.org/>

Useful to tag

X (Twitter) handles are provided here as those might differ from official names. To tag an organization on other social media platforms please type @name of the organization. This list is not exhaustive and will be edited as we receive confirmations from delegates

NCD Alliance (@ncdalliance)
Rwanda NCD Alliance (@RwandaNCDA)
Helmsley Charitable Trust: (@HelmsleyTrust)
Ministry of Health Rwanda (@RwandaHealth)
Rwanda Biomedical Centre (@RBCRwanda)

Session organisers:

WHO African Region - @WHOAFRO
WHO Office in Rwanda - @WHORwanda
Global Alliance for Tobacco Control - @GATC_int
VALD - @valdghana
Ghana NCD Alliance - @GhanaNcd
NCD Alliance Shri Lanka - @NCDA_Lanka
Movendi International - @Movendi_Int
Cancer Research UK - @CR_UK
UHC2030 - @UHC2030
Global Alliance for Chronic Diseases (GACD) - @gacd_media
McCabe Centre for Law and Cancer - @McCabe_Centre
Development Gateway: An IREX Venture - @Dgateway
The George Institute for Global Health - @georgeinstitute
Resolve to Save Lives - @ResolveTSL
STOPAIDS - @STOPAIDS

Roshe - @Roche
Direct Relief - @DirectRelief
Novo Nordisk - @novonordisk
American Heart Association – @American_Heart
International Federation of Psoriasis Associations – @PsoriasisIFPA
Tanzania NCD Alliance – @tanca
Liverpool School of Tropical Medicine – @LSTMnews
Healthy India Alliance – @HIA_NCD
NCD Alliance Kenya – @NCDAllianceKe
Global Health Advocacy Incubator – @IncubatorGHAI
ACT Health Promotion – @actbr
Healthy Latin America Coalition (CLAS) – @CLAS_Saludable
United for Global Mental Health – @UnitedGMH
Boehringer Ingelheim – @BoehringerSA
Government of Scotland – @scotgov
NCDI Poverty Network – @NCDIpoverty
Access Accelerated – @NCDAccess
AstraZeneca – @AstraZeneca
AMREF Health Africa – @Amref_Worldwide
Healthy Caribbean Coalition – @HealthCaribbean
Vital Strategies – @VitalStrat
World Heart Federation – @worldheartfed
PATH – @PATHtweets
WHO – @WHO
UNDP – @UNDP
World Diabetes Foundation – @WorldDiabetesF
UNICEF – @UNICEF
NCD Child – @NCDChild
HRIDAY – @Hriday_Org
Clean Air Fund - @CleanAirFund

Visual materials

You can download generic banners, gifs and videos for the Forum and plenary sessions [here](#)
If you are a speaker, we will be in touch separately to provide you with your personal social media card.



2025 AND BEYOND: LEADERSHIP IN NCDs FROM GRASSROOTS TO GOVERNMENTS

Friday, February 14, 2025
Kigali Convention Center

#NCDAF2025 ■ #ActOnNCDs



POWERING UP COMMUNITIES: FUELING PROGRESS AGAINST NONCOMMUNICABLE DISEASES

Saturday, February 15, 2025
Kigali Convention Center

#NCDAF2025 ■ #ActOnNCDs



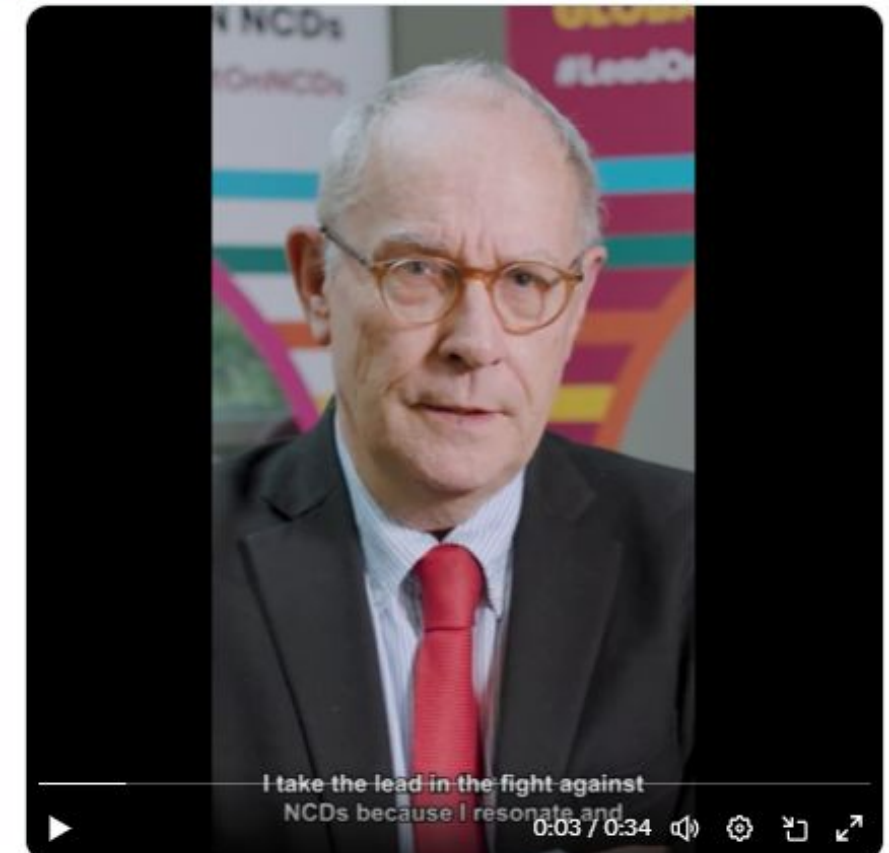
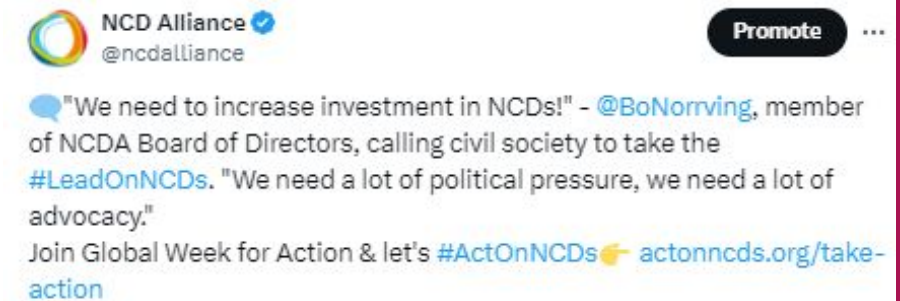
Join the Global Week for Action

Record your video, take pictures, write posts and showcase how you are taking the #LeadOnNCDs. Call on your government to #ActOnNCDs and #LeadOnNCDs. Find inspiring examples below.

To showcase your messages on our Global Week for Action website featuring NCD Voices, please do not forget to use the campaign hashtag - #LeadOnNCDs.

For those who are Instagram and TikTok pros, find and apply campaign stickers and effects (search for “Lead On NCDs” effects).

You can find more sample messages and social media banners for the Global Week for Action [here](#)



Generating messages on the road to 2025 Engagement in the Global Week for Action

💡 Noncommunicable diseases remain the leading cause of death worldwide. The world cannot afford to overlook NCDs in global political agendas. It's time for the integration of NCDs and development priorities. It's time for smart investments. It's time to #ActOnNCDs.

In the world of poly-crisis with extreme climate events, wars and conflicts and global economic recession, NCDs remain at the centre of the toll taken on people's health. It's time to deliver on commitments and bring about positive results at the High-Level Meeting on NCDs in 2025. It's time to #LeadOnNCDs.

#NCDAF2025 is a wonderful opportunity to strategise on the road to the High-Level Meeting on NCDs. Let's work together to achieve a fairer & healthier world by calling our leaders to #LeadOnNCDs & #ActOnNCDs.

#NCDAF2025 brings together leaders from different sectors and continents to mobilise our efforts in the lead-up to the High-Level Meeting on NCDs in 2025.

You can help us #ActOnNCDs! Sign the Call to #LeadOnNCDs open letter to governments now:
<https://actonncds.org/take-action/call-to-lead-on-ncds>

At #NCDAF2025, we call on world leaders to #ActOnNCDs by:
Investing in NCDs
Speeding up the implementation of policies for NCD prevention and control
Staying true to global commitments
Join us! Sign the Call to #LeadOnNCDs

More info 👉
<https://actonncds.org/take-action/call-to-lead-on-ncds>

Generating messages on the road to 2025 Engagement in the Global Week for Action

“Health is a human right” – @NupurLalvani, an NCD advocate living with #diabetes in the new documentary “Going Full Circle”.

👉 https://bit.ly/Going_Full_Circle_Documentary

“I am an average-looking person but when I speak, but when I open my mouth and speak, I shake the walls” – Chikhu Ng’ombe in the new “Raise Your Voice” documentary. Let’s #LeadOnNCDs together.

👉 <https://bit.ly/RaiseYourVoiceDocumentary>

Two new documentaries from @ncdalliance portray the lives of people living with NCDs in India and Malawi and how ordinary people can make a difference and why #healthequity matters to them. Going to the #NCDAF2024, do not miss the premiere.

👉 <https://bit.ly/RaiseYourVoiceDocumentary>

Going to #NCDAF2025? Check out the programme, and visit @ncdalliance’s immersive exhibition spotlighting the stories of people living with different NCDs in different countries and continents who call with one voice for a change.

More information on the Forum website

At #NCDAF2025, we are joining the Global Week for Action on NCDs and call governments to #LeadOnNCDs by investing in NCDs and speeding up the implementation of NCD policies. Join us, record your message to your governments. Do not forget to use #LeadOnNCDs

Other creative ideas to showcase your experience and join the Call to Lead on the road to the High-Level Meeting on NCDs 2025

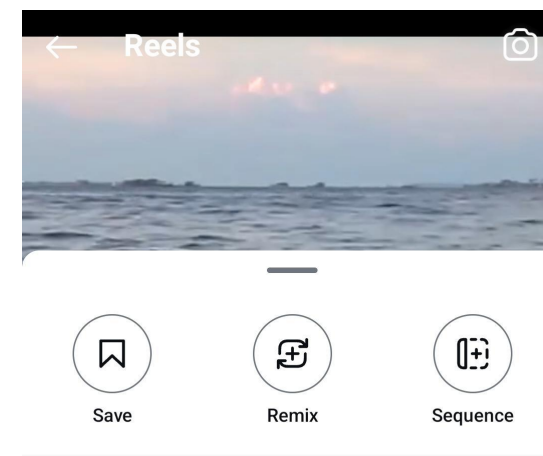
Record a daily vlog covering your journey to Kigali, feature key highlights from the Forum, and share your reflections after the Forum. Use #NCDAF2025 to get noticed.

To showcase your messages on our Global Week for Action website featuring NCD Voices, please do not forget to use the campaign hashtag - #LeadOnNCDs.

You can find more sample messages and social media banners for the Global Week for Action [here](#)

For those who are Instagram and TikTok pros, find and apply Global-Week for Action stickers and effects.

Amplify NCD Alliance content, share, remix, and create duets and stitches on TikTok with our campaign videos.



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FORUM

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#NCDAF2025

#ActOnNCDs

